The WC1 Display Case makes an ideal background for a general tool window

Dealer Helps That Actually Move Tools

A STORE WINDOW is about as good an advertising medium as any hardware dealer could desire providing he knows how to use it. There are a hundred items of merchandise that have little appeal when merely laid in the window. They do not stir the imagination; they suggest no possible use; they lack attention-getting value.

Many tools come under this classification. And that is why Crescent dealer helps furnish the touch which makes a window display effective. They make suggestions—they get attention because they have color and human interest.

There are now over one hundred thousand Crescent little mechanic cutouts distributed among the trade. They have produced results for thousands of dealers. How about you?

CRESCENT TOOL CO.
206 Harrison St. Jamestown, N. Y.

Crescent Cutouts and a complete set of window cards will be furnished free on request. Order yours now

CRESCENT
and Smith & Hemenway
TOOLS

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Here's a genuine CEE TEE CO PLIER *for your 25¢ counter*

NOW, the guaranteed Crescent Cee Tee Co Plier can be retailed for 25 cents!

In response to requests from many dealers, we have devised a means for furnishing a guaranteed six-inch Plier to be sold on the low-priced tool counter.

A new carton, holding a dozen pliers, makes this possible without lowering the quality of the tool. Now you can offer your customers a high-class, serviceable plier at a price which is bound to mean increased sales.

In ordering from your jobber, be sure to specify bulk packing, as the old package is being continued at the usual price. The special price can be obtained only through buying at least one of the dozen cartons. Any order for less than a dozen will be billed at the old price.

CRESCENT TOOL CO.
206 Harrison St. Jamestown, N. Y.

Bulk Packing makes it possible

This new carton, eliminating twelve individual boxes, effects a saving in packing and freight costs which makes the low price possible.

The plier is the same six-inch Cee Tee Co No. H-26 and the Crescent guarantee of perfect satisfaction or money back applies the same as when packed in individual boxes.

CRESCENT and Smith & Hemenway TOOLS

Made under the supervision of and guaranteed by the originators of the Crescent Wrench

"I Saw It in Hardware Retailer."

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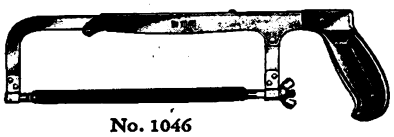
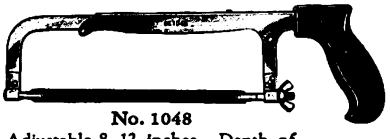
a new line of hacksaws

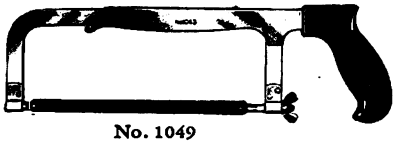
by CRESCENT



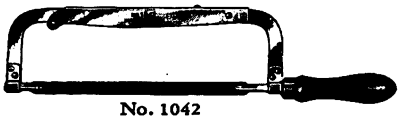
No. 1046
Adjustable 8-12 inches. Depth of cut 2½ inches. All steel. Retail price $1.00.
No. 1047 Depth of cut 3¼ inches. Retail price $1.25.



No. 1048
Adjustable 8-12 inches. Depth of cut 2½ inches. Composition handle. Retail price $1.00.



No. 1049
Adjustable 8-12 inches. Depth of cut 3¼ inches. Composition handle. Retail price $1.25.



No. 1042
Adjustable 8-12 inches. Depth of cut 2½ inches. Hardwood handle, enameled blue. Retail price $ .75.

No. 1040 (not illustrated)
Same as above in appearance but not adjustable.
3 sizes—8, 10 and 12 inch. Depth of cuts 2¾, 3¼ and 3½ inches resp. Retail prices $ .60, $ .65 and $.75.

THE new features of construction and design embodied in these Crescent hacksaws offer unusual sales possibilities. And there is a size, type and price range to cover every consumer requirement.

The 1046 and 1047 (shown above) are all steel and unbreakable. The hollow metal handle pressed from two pieces of heavy gauge steel provides perfect balance in the tool and is designed to fit naturally in the mechanic's hand. This handle is securely riveted to a carefully constructed, tough steel frame, with unusual strength where working strain is centered. Each saw is fitted with an 8 inch S. & H. Co. No. 1439 blade.

The measurement details of the 1047 shown above are exactly the same as the 1049. The only difference being in the handle construction.

Each Crescent saw is packed in an individual box complete with blade. The boxes are made with an easel device in the cover so that the tool may be prominently displayed. The regular Crescent guarantee of satisfaction or money back applies on every saw.

CRESCENT TOOL COMPANY
206 Harrison St. Jamestown, N.Y.

CRESCENT
and Smith & Hemenway
TOOLS

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